

## Amy's Sample Media Advertisement Log

Date	Place	Product/Service	Notes and Observations	Rating
Aug 2	<b>Mount Byron Mall (near the food court)</b>	Chocolates	Ad was very big, bright white with big orange letters, included a big picture of a fancy chocolate...looked very tasty	5
Aug 2	<b>Bus on Main Street</b>	Window Washing Service	Large ad on side of bus, included a picture of a very happy woman who appeared to have her windows clean. Ad tries to make you feel happy if you buy the service. Some text included the phone # of the company and words like, "Wonderful!" "Clear"	6
Aug 2	<b>Billboard on King Street</b>	Nike shoes	No words, just a full-colour close-up picture of the shoe and the swoosh. Very eye-catching. HUGE image...you can't miss it.	8
Aug 2	<b>Internet popup ad</b>	Virus scanning software	annoying pop up ad came when I wanted to go to my favourite sports site; I clicked out of it – too boring, too many words. I don't care about virus stuff since my dad takes care of that at my house	1
Aug 3	<b>Snowboarding magazine</b>	Burton snowboards	Very cool ad with lots of high-energy graphics (photos) of people doing extreme snowboarding; the words were short and included "Freedom", "Power", and "Feel the Snow". Very eye-catching. Excellent product, too.	10
Aug 3	<b>TV</b>	Cocoa Puffs Cereal (chocolate)	Ad on TV showed little kids eating breakfast; big smiles on their faces, mom is in background looking at the kids with a happy, satisfied look on her face. The kids want more cereal. They look healthy, clean, and well-fed. Ad is too corny and dumb for me...I don't like sugar-coated cereal.	1
Aug 3	<b>Neon Sign at Mount Byron Arena</b>	Exhibition Game – Mount Byron Leafs vs. East Lake Wings	Big neon sign grabs people's attention; it is bright and has moving lights on it to make you notice it. The ad has no pictures, just text. I wouldn't want to look at it for long, but it did get my attention, especially since my brother loves hockey.	4
Aug 3	<b>Bus Stop shelter</b>	Gap clothes	Ad is lit at night; bigger than life photos of two teens, guy and girl, in khaki pants, hooded sweaters, white T-shirt, and sandals; they look chic but not really that happy. Ad catches my attention because there are no words (except for a small Gap in the corner) but you know what they're selling.	8